



City of Fayetteville

Parks and Recreation Department



Sponsorship and Donation Packet

2016



Dear Supporter/Business Owner,

This year, the City of Fayetteville Parks and Recreation Department is seeking sponsorships and donations from supporters and local businesses like yours. Your support allows us to meet the needs for children and adults participating in our recreation programs, as well as those in the community looking forward to the FREE special events the City of Fayetteville hosts throughout the year.

As a supporter/service provider in Fayetteville, you play an important role in the lives of our youth and the surrounding community. Last year, our sponsors raised approximately \$37,000 that the City of Fayetteville used to put back into its various programs and activities.

The City prides itself on being able to offer a variety of opportunities for adults and children alike, and we hope for community support to be able to provide and improve our recreation and special programs this year. Enclosed is a list of multiple ways for supporters/service providers to promote your business while giving back to your surrounding community. On behalf of Fayetteville children, parents, and recreation program staff, *thank you* for your consideration in helping the City of Fayetteville further develop and maintain its special events and programs.

For addition information, please contact us at (479) 444-3471.

Sincerely,

Parks & Recreation Staff

City of Fayetteville
Parks and Recreation Department

Sponsorship/Donation Registration Form

Thank you for your decision to become a sponsor for the
City of Fayetteville Parks and Recreation.

Business Name: _____

Contact Person: _____

Street Address: _____

City: _____ State _____ Zip _____

Email Address: _____

Phone: _____ Cell _____ Phone: _____

Sponsor:

Indicate the event or sport being sponsored: _____
(EX: Gulley Park Concert Series, Youth Soccer, etc.)

Indicate type of sponsorship: _____
(EX: Series, Field, Team, Presenting Sponsor, etc.)

Amount Enclosed: \$ _____

If you wish to sponsor a specific child's team, please note here:

Instructions:

- Please email your logo to parks_and_recreation@fayetteville-ar.gov in **ADOBE ACROBAT** or **JPG** format. If you do not have a logo you will need to create one to be used in all advertisements.
- If you need to be invoiced, please send your logo and registration form, along with a request for an invoice, and one will be mailed to the address listed above.
- Questions: Parks and Recreation Office #: 479-444-3471 or Fax #: 479-521-7714.

In-Kind Donations:

In-Kind (media/lodging/equipment/etc) please list what you will provide:

Please make checks payable to: FPR (Fayetteville Parks and Recreation)

Please mail to:

Fayetteville Parks and Recreation
Sponsorships/Donations
113 W. Mountain Street
Fayetteville, AR 72701





City of Fayetteville Parks and Recreation Department

Youth Soccer Program

Deadline to submit sponsorships: July 15 (Fall Only)

Each year approximately 1500 individuals participate in the Fayetteville Youth Soccer League for spring and fall. With more than 145 teams and 180 volunteer coaches we have grown to be one of the largest soccer programs in the state. This soccer league provides boys and girls ages 3-17 with the opportunity for physical, mental, and social growth in a positive family environment. However, the expense of a recreation program heavily outweighs the income. In order to keep registration fees reasonable and allow as many children as possible to participate, Parks and Recreation needs your assistance with the expense of running the soccer program. Thirty-two local businesses sponsored a team last season and we hope to have even more this year!

☐ Silver Team Sponsor - \$250 (1 team)

Team Sponsor – For every \$250 dollars you are sponsoring an entire soccer team.

As a Team Sponsor you will receive:

- Your business/organization name and logo displayed on the front of the jerseys. These jerseys will be worn for the entire fall and spring season, which is a total of 20 games.
- A team photo on a plaque, perfect for displaying in your business or home.

☐ Gold Team Sponsor - \$2000 (10 teams)

Team Sponsor – For every \$200 dollars you are sponsoring an entire soccer team.

As a Gold Team Sponsor you will receive:

- Your business/organization name and logo displayed on the front of the jerseys. These jerseys will be worn for the entire fall and spring season, which is a total of 20 games per team.
- A team photo on a plaque for each team you sponsor, perfect for displaying in your business or home.
- Recognition on the City of Fayetteville Park and Recreation's Facebook page.

☐ Elite Team Sponsor - \$7000 (70 teams)

Team Sponsor – For every \$200 dollars you are sponsoring an entire soccer team.

As an Elite Team Sponsor you will receive:

- Your business/organization name and logo displayed on the front of the jerseys. These jerseys will be worn for the entire fall and spring season, for a total of 20 games per team.
- A team photo on a plaque for each team you sponsor, perfect for displaying in your business or home.
- LARGE recognition on the City of Fayetteville Park and Recreation's Facebook page and Twitter feed.





City of Fayetteville Parks and Recreation Department

Gulley Park Summer Concert Series

Deadline to submit sponsorships: February 12th

Fayetteville Parks and Recreation brings to you the 20th summer of concerts at Gulley Park. Last summer was one of our best yet, with six shows featuring some of the best music the region has to offer. Best of all, they are FREE! The Gulley Park Summer Concert Series includes six concerts in all. Concerts are on Thursday evenings at 7 p.m. Thanks to the bands, sponsors, and fans who make the Gulley Park Summer Concert Series what it is. See you at the shows!

Single Show Sponsor - \$150

- Your company banner (you provide) displayed next to your vendor booth during the one concert of your choosing.
- On-site activities before and during the concerts. Businesses may set up a promotional booth, table, etc. Monies may be exchanged on-site during concerts.
- Name and logo displayed in one advertisement in Northwest Arkansas Times.
- The sponsors will be announced the night of the show before the performance takes place.

Event Sponsor (all shows) - \$750

- Company logo on Gulley Park Summer Concert Series Banner on Township Avenue, and Old Wire Road, continuously displayed from the beginning of May through mid August.
- Your company banner (you provide) displayed next to your vendor booth during the concerts.
- Name and logo displayed on all promotional materials including 1,500 flyers and 30 posters.
- On-site activities before and during the concerts. Businesses may set up a promotional booth, table, etc. Monies may be exchanged on-site during concerts.
- Name and logo displayed in six advertisements in Northwest Arkansas Times.
- On-site activities before and during the concerts. Businesses may set up a promotional booth, table, etc. Monies may be exchanged on-site during concerts.
- Name and logo displayed in six advertisements in Northwest Arkansas Times.
- Recognition on the City of Fayetteville Park and Recreation's Facebook page.



☐ *Series Sponsor - \$3000*

- Series Sponsor will be given equal recognition with Fayetteville Parks and Recreation on all promotional material related to the concerts. This includes all radio, television, internet, 6 newspaper ads, 2 banners, 30 posters, and 1500 flyers. EX: Fayetteville Parks and Recreation and “Your Name” present the Gulley Park Summer Concert Series.
- Series Sponsor has option to be involved with any and all public relations with local media relating to the concert series. This includes print, television, and the option to participate in the radio interview with Magic 107.9.
- Series Sponsor logo (equal size with Parks and Recreation) on Gulley Park Summer Concert Series Banner on Township Avenue and Old Wire Road, continuously displayed from May through mid-August.
- Company banner displayed at both entrances to Gulley Park and the front of the concert stage on all show dates (you provide the banners and Parks staff will hang them up for each show). Yours will be the only company banner displayed in each of these locations.
- Opportunity to meet and introduce (along with radio personality) the artists at all six shows.
- Five VIP passes per concert that allow front row reserved parking in the Old Wire Paved Lot and one free meal at the concert food vendor of your choice.
- On-site activities before and during the concerts. Businesses may set up a promotional booth, table, etc. Monies may be exchanged on-site during concerts.
- Recognition on the City of Fayetteville Park and Recreation’s Facebook page and twitter feed.
- **Note: The Series Sponsorship is limited to only one company/business. Event sponsors will still be permitted.**





City of Fayetteville Parks and Recreation Department

Wilson Pool Dive-In Movies

Deadline to submit sponsorships: April 29

This summer we will feature four Dive-In Movies at the Wilson Park Pool. All movies are FREE, begin at dark, and are open to the public. Come join us for the most unique movie-going experience in all of Northwest Arkansas!

☐ Event Sponsor - \$250

- Business name and logo displayed on all promotional materials
- Recognition on the City of Fayetteville Park and Recreation's Facebook page

☐ Presenting Sponsor - \$400

- Business name and logo displayed on all promotional materials.
- Recognition on the City of Fayetteville Park and Recreation's Facebook page
- One free Wilson Park pool family pass (valued at \$135 for Family of 5)
- Official co-sponsor (along with Parks and Recreation) of the movie of your choosing. Parks and Recreation staff will select the dates for the four shows and once the roster has been finalized, presenting sponsors will be allowed to choose a show in the same order they committed to their sponsorship.

☐ Series Sponsor - \$2500

- Business name and logo displayed on all promotional materials.
- Series Sponsor will be given equal recognition with Fayetteville Parks and Recreation on all promotional material related to the concerts. EX: Fayetteville Parks and Recreation and "Your Name" present the Wilson Pool Dive in Movies.
- Five free Wilson Park pool family passes (valued at \$135ea, for Family of 5)
- 50 free One Day Pool Passes
- **Note: The Series Sponsorship is limited to only one company/business and if purchased, also removes the possibility of presenting sponsors for individual movies. Event sponsors will still be permitted.**





City of Fayetteville Parks and Recreation Department



Youth Softball Program

Deadline to submit sponsorships: March 13

More than 250 girls played in Fayetteville Parks and Recreation's Youth Softball program last year. Our program operates under the Good Sports philosophy that emphasizes having fun in a recreational environment. We set our league rules and shape them differently around each age group to ensure the participants have as much fun as possible while learning the basic and advanced skills of the game. In order to keep registration fees reasonable and allow as many children as possible to participate, Parks and Recreation needs your assistance with the expense of this growing program.

☐ **Team Sponsor - \$250**

Team Sponsor – For each \$250 sponsorship, you sponsor a whole team.

As a Team Sponsor you will receive:

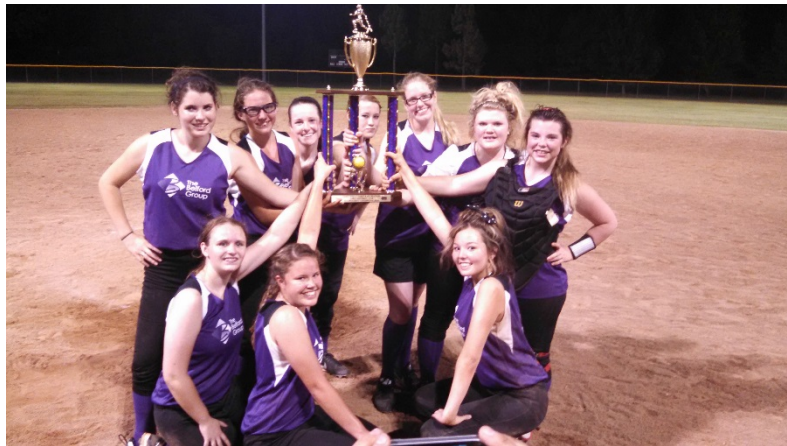
- Your business/organization name and logo displayed on the front of the jerseys
These jerseys will be worn for the entire spring season (13 games)
- A team photo on a plaque, perfect for displaying in your business or home

☐ **Field Sponsor - \$250**

Field Sponsor – One banner can be placed at Gary Hampton, Lake Fayetteville, or Wilson Park.

As a Field Sponsor you are allowed to place:

- One Customized Banner (that you provide) will be displayed along the outfield fence at the complex you choose (from those listed above), for the duration of the season.





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Parks and Recreation Department

ADULT SPORT PROGRAMS

Deadline to submit sponsorships: March 1, June 1, or August 1

Fayetteville Parks and Recreation offers Adult Slow Pitch Softball for three seasons consisting of spring, summer and fall. There are more than 2,600 participants in softball. Leagues are available for Men, Women, Coed, Church, and Corporate Teams. We also offer a summer and fall league in Adult Kickball, which draws in hundreds of participants each year.

☐ *Field Sponsor - \$250 or \$400*

One Field Sponsor – Banner placed in one field at Gary Hampton, Lake Fayetteville, or Walker Park (Kickball only)

Two Field Sponsor – Banner placed at two fields of your choosing - Gary Hampton, Lake Fayetteville, and Walker Park (Kickball only).

As a Field Sponsor you will be allowed to place:

- Customized Banner placed on the outfield fence at one or both field complexes for the duration of the season

☐ *League Sponsor - \$800*

As a League Sponsor you will receive:

- Approximately 4'6' customized banner (that you provide) placed on the outfield fence at both the Gary Hampton Field and Lake Fayetteville Field for the duration of the season
- Recognition on the City of Fayetteville Park and Recreation's Facebook page.
- Your sponsorship name and logo will be put on that particular leagues schedules and standings
- Appreciation plaque with a picture of the league's winning team
- Winning team will receive t-shirts or sweatshirts with your business logo on the back
- **Note: Only one league sponsor is allowed in a particular league.**

Tournament Sponsor - \$1500

☐ As a Tournament Sponsor you will receive:

- A tournament named after your business/organization.
- Three customized banners (that you provide) placed on the backstop fence of all fields utilized during the tournament.
- Recognition on the City of Fayetteville Park and Recreation's Facebook page.
- Appreciation Plaque with a picture of the tournament's winning team
- Winning team will receive t-shirts or sweatshirts with your business logo on the back.





City of Fayetteville Parks and Recreation Department

Youth Camps

Deadline to submit sponsorships: April 18

Fayetteville Parks and Recreation offers eight week long Summer Camps. Each camp 9 a.m.-12 p.m. Monday through Friday throughout the summer. Each week is themed about a specific activity or sport. The goal of each week is to provide healthy, fun, and educational activities that will allow the campers to learn basic skills for the activity and continue to progress once camp ends. We strive to create an environment where every child has an enjoyable experience making friends and sustaining healthy lifestyle. Tennis, Soccer, Drama, and Camp Wilson are open to all children between the ages of five (must have completed kindergarten) and twelve. Outdoor Adventure Camps are open to all children ages 8-12 and our Outdoor Advanced Camp is limited to youth ages 10- 15.

Camp Sponsor - \$450

Camp Sponsor – Only one camp sponsor allowed per camp.

As a Camp Sponsor you will receive:

- Official co-sponsor (along with Parks and Recreation) of the camp of your choosing. Parks and Recreation staff will select the dates for the camps and once the roster has been finalized, camp sponsors will be allowed to sponsor a particular camp in the same order they committed to their sponsorship.
- Your business/organization name and logo displayed on the front of the camp t-shirts. These t-shirts will be given to all participants in the camp.
- A camp photo on a plaque, perfect for displaying in your business or home
- Recognition on the City of Fayetteville Park and Recreation's Facebook page and website





City of Fayetteville

Parks and Recreation Department

Fayetteville Race Series

The series is comprised of several annual events that vary between running, cycling, and multi-sport activities. Each is different and offers something for everyone! Until now, Parks and Recreation has not offered programs of the racing nature. By offering a race series, we hope to enhance the already active culture of NWA, while also reaching new audiences. We hope the Fayetteville Race Series will continue to grow into a premier series in the state of Arkansas.

Upcoming Sponsorship Deadlines:

Spring Square to Square Bicycle Ride (event date 5/14/16) – 2/15/16

Ladies Du Fayetteville (even date 5/22/16) – 2/15/16

Splash & Dash (event date 8/12/16) – 5/1/16

Event Sponsor - \$500

- Name and logo displayed on promotional materials including but not limited to social media posts, online registration site, posters, signage, etc.
- Company logo on event banner continuously displayed at event location one week prior to event
- Company banner (you provide) displayed next to your vendor booth or participant check in areas during the event
- On-site activities before and during the event. Businesses may set up a promotional booth, table, etc. Monies may be exchanged on-site during events
- Name displayed in one advertisement in the Democrat Gazette
- Sponsorship listed on Fayetteville Race Series registration website:
www.onlinesignup.org/fayetteville
- Two complimentary race registrations for event being sponsored

Presenting Sponsor - \$1000

- Official co-sponsor (along with Parks and Recreation) of the event of your choosing. Parks and Recreation staff will select the events and dates for the six races, presenting sponsors will be allowed to choose an event to co-sponsor in the same order they commit to sponsorship
- Name and logo displayed on all promotional materials including but not limited to social media posts, online registration site, posters, signage, etc.
- Company banner (you provide) displayed next to your vendor booth or participant check in areas at the event
- Large company logo on event banner continuously displayed at event location one week prior to the event
- Opportunity to announce the official start of the event being co-sponsored
- On-site activities during the events. Businesses may set up a promotional booth, table, etc. Monies may be exchanged on-site during races
- Name displayed in one advertisement in the Democrat Gazette
- Sponsorship listed on Fayetteville Race Series registration website:
www.onlinesignup.org/fayetteville
- Four complimentary race registrations for event being sponsored



Series Sponsor - \$5000

- Series Sponsor will be given equal recognition with Fayetteville Parks and Recreation on all promotional material related to the series. *i.e.* Fayetteville Parks and Recreation and “Your Name” present the Fayetteville Race Series. This includes all radio, television, social media posts, online registration site, posters, signage, bus panels, etc.
- Series Sponsor has option to be involved with any and all public relations with local media relating to the Fayetteville Race Series. This includes print, television, or radio interviews
- Series Sponsor logo (equal size with Parks and Recreation) on race series banners, displayed at event locations one week prior to each event
- Company banner displayed at race location on event dates (you provide the banners and Parks staff will hang them up for each race). Yours will be the only company banner displayed next to the event banner
- Opportunity to introduce the event and announce awards at all races
- On-site activities during the races. Businesses may set up a promotional booth, table, etc. Monies may be exchanged on-site during events
- Name displayed on all race series advertisements in the Democrat Gazette
- Sponsorship listed on Fayetteville Race Series registration website:
www.onlinesignup.org/fayetteville
- Two complimentary race registrations for each event in the series

Note: The Series Sponsorship is limited to two businesses/organizations. If purchased, presenting sponsors and event sponsors will still be permitted for individual races.

In Kind Services to be considered for sponsorship include:

- Graphic Design Services / Printing Services
- Raffle Prize Donations
- Participant Bag Items
- Food / Beverage Donations
- Lead/Sweep Vehicle Service (ATV/Scooter)
- Water/Aid Station Support
- Participant and Volunteer meals
- Magazine Advertisement
- Volunteer T-Shirts